

# Colorado's Industry-Led Sector Strategies

Colorado's businesses participating in Sector Partnerships are working to create sector strategy solutions by collaborating with Colorado's 26 Sector Partnerships. Since 2013, Colorado has implemented industry-led sector strategies and career pathway approach to address business priorities in talent development. Colorado businesses are benefiting from leading a collective table with economic development, education, workforce, and community organizations on priorities that are important to growing their business and their industry.

Colorado's has more than 700 businesses involved in the work of sector partnerships. Colorado's sector partnerships are operating across the state in 9 industries:

- 1 Construction
- 10 Health and Wellness
- 7 Manufacturing
- 1 Retail
- 3 Technology and Information
- 1 Tourism and Outdoor Recreation
- 1 Tree Care
- 1 Value-Added Agriculture
- 1 Early Education
- Statewide Education Sector Partnership

Sector Partnership's conveners and businesses complete an annual Sector Partnership Impact Survey to measure the impact sector partnerships are having with businesses, students, and job seekers. This survey not only measures the impact but also engages the partnership to have a continuous conversation that is valuable to the businesses and partners.

Based on the results from the survey, sector partnerships increased their involvement with work-based learning activities and development of career pathway programs. Businesses involved in sector partnerships increased their participation by 10% in internships or apprenticeship programs. They also found support in finding employees with the skills and experience their business needs.

## Convener/Convener Team Survey results

4.1 Activity level (1= highly dissatisfied; 6 = highly satisfied)

4.0 Satisfaction level (1= highly dissatisfied; 6 = highly satisfied)

90% of partners recommend participating in a sector partnership

## Business Results

98% of businesses would recommend participating in a sector partnership to a peer.

Businesses reporting participate in Sector Partnerships:

Small Businesses 52%

Large Business 48%

Source: 2018 Sector Partnership Impact Survey

## Sector Partnership are...

an industry-specific regional partnership that is led by business in collaboration with economic development, education, and workforce development. Together they work to address the business needs and priorities.

## ***Business provided positive feedback on their experience with participating in Sector Partnerships:***

"I'm very impressed and think it is an excellent collaboration, informational exchange and combines industry brains"

"This sector does a good job for the area. We are located in Brush, not as much for our area. But any connections, networks is beneficial"

"It is a great opportunity to not only learn from other business partners but make viable connections to further enhance your business"

Sector partnerships across the state work hard to have a collective table to address the needs of business and find viable solutions that leads to success. Sector partnerships shared their success stories in the survey. Here are a few successes over the past year:

The **Upper Arkansas Health and Wellness Sector Partnership** recent collaboration between Mt Princeton Hot Springs, Heart of the Rockies Regional Medical Center, and Chaffee County Economic Development Corp was very positive. CCEDC really brought the two largest employers in the county together well and gave us a larger vision for health and wellness destination tourism. We completed our first retreat, which was a huge success and worked out many kinks so that we can proceed in building up a large-scale wellness destination tourism concept in the area. The partnership also collaborated with St. Thomas More Hospital to create an in-house CNA training program to enhance their talent pipeline internally. The program has trained and placed in excess of 50 CNAs. The program is now approved as an Eligible Training Provider for WIOA and now WIOA participants can receive training locally and not have to travel to neighboring communities for training. This reduces the cost of training, travel and childcare.

**The Southern Colorado Healthcare Sector Partnership**, through collaboration between: private employers, governmental agencies, Pueblo Middle Schools, and training providers; in September 2017 organized and delivered an interactive hands-on healthcare career event titled "Club Care". Center at Park West, private employer, opened their doors to 80 Middle School age students (which were bused to the facility) and healthcare employers provided hands-on activities for a healthcare occupation. This was an all-day event and was such a success that schools in the area have requested that more youth be allowed to attend. This event was held the last week of September 2017 in conjunction with the Pueblo Youth Week activities. Due to the success of this event, the Southern Colorado Healthcare Sector Partnership will be holding another "Club Care" event on September 20, 2018. The youth that attended had the opportunity, in a fun and interactive environment, to learn about healthcare occupations.

**The Northeast Colorado Manufacturing Partnership** continues to build business-to-business relationships and have found new opportunities through networking events. The opportunity to tour through business-to-business nights has led Erik, Barry and Rob to work out a way to exchange boxes from Yuma to Fort Morgan and the operation of recycling at both businesses created a bonus to their individual operations.

**The Value-Added Agriculture Sector Partnership** collaborated with the VIP group to create a brand/logo that can be used by any business in the region to show pride and support for valley agriculture production and any resulting initiatives. The San Luis Valley has hosted two Hemp Symposiums that brought together those in the hemp industry and those interested in learning about the industry. Several hundred people attended both years. The symposium will be an annual event that will provide education on the growing hemp industry.

**The Northern Colorado Manufacturing Sector Partnership** collaborated with Front Range Community College to develop a new noncredit class, Critical Thinking for Manufacturers. To date over 130 manufacturing employees have taken the 12-hour class since November 2017. The idea for the class came directly from discussions at the All-Manufacturers and Regional Advisory meetings.

**The Southeast Healthcare Sector Partnership** addressed 2 priority areas with healthcare community partners and businesses: retention and recruitment of healthcare professionals and educating the community on healthcare careers. The Southeast Healthcare Sector Partnership funded local school districts to attend UC Healthcare Days on the Anschutz Campus in Aurora. The Partnership sponsored 15 local students by providing \$250 scholarships for expenses related to CNA training, EMT training, Phlebotomy training and health navigation training at Otero Junior College. The Partnership has also assisted with partnership industry members attending healthcare career fairs with hopes of attracting healthcare professionals to rural areas. The partnership will be participating in a 9 county 11th grade Career Cab in October. This will be the first attempt to host this type of activity that is specifically planned for 11th graders who have identified Health Science as their career pathway with the purpose of exposing local students to available local healthcare careers.

Source: 2018 Sector Partnership Impact Survey